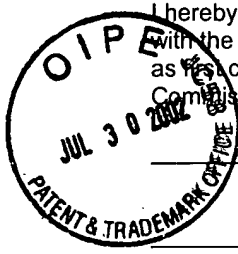


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James P. Naughton, Reg. No. 30,665
Name of Applicant, Assignee or
Registered Representative

James P. Naughton
Signature

Our Case No. 9333/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
Charles McElfresh et al.)	
Serial No.: 09/285,929)	Examiner: Unknown
Filing Date: April 2, 1999)	Group Art Unit No.: 2176
For: METHOD AND SYSTEM FOR)	
OPTIMUM PLACEMENT OF)	
ADVERTISEMENTS ON A)	
WEBPAGE)	

PRELIMINARY AMENDMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Prior to the examination of the above-identified application, please add the
following new claims 36-66:

36. (New) A method of arranging graphical objects on a page viewable by a
user on a computer display, comprising:
storing a plurality of graphical objects;
calculating a value indicative of the rate that a specified event occurs for
each graphical object displayed to the user; and